

From: jfruffini@corona.com
Sent: Thursday, January 11, 2007 3:35 PM
To: saufmuth@omnisourcemarketing.com; amberl@calhounsportswear.com; jon@thesportsteam.com; SDALY@ggoutfitters.com; jeremy@irpinc.com; Patty@usher-mints.com; jacob@ingear.com; kmanke@boelter.com; tom@icostore.com; michael.reininger@acmeapparel.com; Tara LaRosa; arosen@jcorp.ca; jruffini@corona.com; jsarchett@h3sportgear.com; bsparring@mybeergear.com; chuck@disvet.com; anthony.thompson@giant-merch.com; JIMWTCA@aol.com
Cc: jfernandez@corona.com
Subject: Marcas Modelo Licensee list for 2007

Happy New Year to Everybody!

Enclosed please find the list of authorized Licensees working under Marcas Modelo, S.A. de C.V. for 2007.

If you have any questions, please advise.

Best Regards,

Jean Marie Ruffini
GModelo USA LLC



Licensees database
2007.xls

<u>COMPANY</u>	<u>CONTACT</u>	<u>ADDRESS</u>	<u>CITY</u>
ACME APPAREL	Mike Reininger	26614 Virgo Lane	San Antonio
BOELTER BRANDS LLC	Kristina Manke	N22 W23685 Ridgeview Pkwy W	Waukesha
CANDIES & CHOCOLATES dba USHER	Patricia Gonzales	6017 Randolph Blvd.	San Antonio
CATFISH CALHOUN INC	Amber Bull	250 E. Bunting Road	St. Catharines
CONCEPT ONE ACCESSORIES	Tara La Rosa	362 Fifth Avenue 2nd Floor	New York
DIS/VET	Chuck Stabenfeldt	PO BOX 67	Pewaukee
G&G OUTFITTERS INC	Sam Daly	4901 Forbes Blvd	Lanham
GIANT MERCHANDISING	Anthony Thomspen	5655 Union Pacific Avenue	Commerce
H3,LLC	Janet Sarchett	9006 A Perimeter Woods Dr.	Charlotte
ICO STORE LLC	Tom Meissner	2249 W Fairmont Drive Suite 3	Tempe
INGEAR, FASHIONS INC	Jacob Levy	16085 NW 52nd Avenue	Miami
IOWA ROTOCAST PLASTICS	Jeremy Fahey	P.O. Box 320	Decorah
JCORP INC	Allan Rosen	95 Gince St	St Lawrent
MY BEER GEAR INC	Brad Sparling	4474 Blakie Road	London
OMNI SOURCE MARKETING INC.	Sue Aufmuth	7946 Pendleton Pike	Indianapolis
THE SPORTS TEAM B.B. J. INC. D/B/A	John Churchill	140 Elliott Street	Beverly
TREASURE COAST MARKETING INC.	Jim Westenhaver	3731 Oleander Avenue	Ft Pierce

STATE	ZIP	PHONE	FAX	E-MAIL
TX	78260	210-602-3072	210-568-2777	michael.reininger@acmeapparel.com
WI	53188	800-233-7287	414-535-4890	kmanke@boelter.com
TX	78233	210-657-1556	210-657-0677	Patty@usher-mints.com
ON	L2M 3Y1 Canada	905-688-6100	905-888-1167	amberl@calhounsportswear.com
NY	10001	212-868-2590	212-868-1531	tara@concept1.com
WI	53072	800-729-0879	262-746-9607	chuck@disvet.com
MD	20706	301-731-2099	301-731-5199	SDALY@ggoutfitters.com
CA	90022	323-887-3300	323-887-3347	anthony.thompson@giant-merch.com
NC	28216	704-921-4785	704-921-5628	jsarchett@h3sportgear.com
AZ	85282	602-431-1057	602-431-4678	tom@icostore.com
FL	33014	305-830-2900	305-830-2990	jacob@ingear.com
IA	52101	800-553-0050	563-382-3016	jeremy@irpinc.com
QC	H4N1J7 Canada	514-384-3872	514-384-7531	arosen@jcorp.ca
ON	N6L 1G6	519-851-4460	519-652-9546	bsparling@mybeergear.com
IN	46226	800-536-1235	317-547-9740	saufmuth@omnisourcemarketing.com
MA	1915	800-606-1090	978-524-8801	jon@thesportsteam.com
FL	34982	772-460-6677	772-460-8858	JIMWTCA@aol.com

PRODUCTS

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Barbaque accessories, display enhancers, beach accessories, umbrella, chairs, hammocks, sports accessories (balls, bikes, golf, bags

Cups, Coasters, napkins, buckets, Gift Packs

Mints

T-Shirts, Sweatshirts, Hats, Nightwear, Swim suits, mugs, shoot glasses, lanyards, folding chairs, shorts, skirts

Headwear-Hats, Beanies, Bags Umbrellas

Golf Bags, shirts, Tee-s and accessories

Bottle Openers, Coolers, Pens, Golf Accessories, Wait staff Apron, hats

T-Shirts, Board Shorts, Swimwear

Mens and Womens' T-shirts, Sunglasses, Metal Can Insulator, Cell phone Holder, Lighters,

Golf Apparel Promotional Items, Key Chains, Pens, Electronics, Watches, Wallets, Business cases

Mens and Womens T-shirts, Sweatshirts, Bathing Suits, Sarongs, clocks, buckets, Metal Signs

Plastic Coolers all sizes and shapes

T-shirts, Sweatshirts, Hats, Promotional Items

Mens and Women's T-shirts, Sweatshirts, clothing, bar stools and various promotional items

T-Shirts, Sweatshirts, CD Case, necklace, Flip-Flops, Bottle Openers, Lanyard, Beach Towel, Cooler, Foosball Table, Poker Table, Pool Table, Golf

Accessories, Folding Chair, Umbrella, Canopy

Blankets, T-shirts, promotional items, POS-Promotional Items

T-Shirts, Hats, Sweatshirts, Golfshirts, Sunglasses, neon lights, bar lights, clocks, BBQ Sets, Dartboard, frisbee

From: jruffini@corona.com
Sent: Monday, January 22, 2007 12:30 PM
To: saufmuth@omnisourcemarketing.com; amberl@calhounsportswear.com; jon@thesportsteam.com; SDALY@ggoutfitters.com; jeremy@irpinc.com; Patty@usher-mints.com; jacob@ingear.com; afrija; kmanke@boelter.com; tom@icostore.com; michael.reininger@acmeapparel.com; Tara LaRosa; arosen@jcorp.ca; jruffini@corona.com; mwood@h3sportgear.com; bsparling@mybeergear.com; chuck@disvet.com; brad.coleman@giant-merch.com; JIMWTCA@aol.com
Cc: jfernandez@corona.com
Subject: Marcas Modelo updated Licensee list

For your information.

Best Regards,

Jean Marie Ruffini
GModelo USA



Licensees database
2007.xls

210-341-2172 x 2033

<u>COMPANY</u>	<u>CONTACT</u>	<u>ADDRESS</u>	
ACME APPAREL	Mike Reininger	26614 Virgo Lane	
BOELTER BRANDS LLC	Kristina Manke	N22 W23685 Ridgeview Pkwy W	
CANDIES & CHOCOLATES dba USHER	Patricia Gonzales	6017 Randolph Blvd.	
CATFISH CALHOUN INC	Amber Bull	250 E. Bunting Road	
CONCEPT ONE ACCESSORIES	Tara La Rosa	362 Fifth Avenue 2nd Floor	
DIS/VET	Chuck Stabenfeldt	PO BOX 67	300 Susse
G&G OUTFITTERS INC	Sam Daly	4901 Forbes Blvd	
GIANT MERCHANDISING	Anthony Thomspen	5655 Union Pacific Avenue	
H3,LLC	Janet Sarchett	9006 A Perimeter Woods Dr.	
ICO STORE LLC	Tom Meissner	2249 W Fairmont Drive Suite 3	
INGEAR, FASHIONS INC	Jacob Levy	16085 NW 52nd Avenue	
IOWA ROTOCAST PLASTICS	Jeremy Fahey	P.O. Box 320	1712 Moell
JCORP INC	Allan Rosen	95 Gince St	
MY BEER GEAR INC	Brad Sparling	4474 Blakie Road	Suite 123
OMNI SOURCE MARKETING INC.	Sue Aufmuth	7946 Pendleton Pike	
THE SPORTS TEAM B.B. J. INC. D/B/A	John Churchill	140 Elliott Street	
TREASURE COAST MARKETING INC.	Jim Westenhaver	3731 Oleander Avenue	STE 105

	<u>CITY</u>	<u>STATE</u>	<u>ZIP</u>		<u>PHONE</u>	<u>FAX</u>
	San Antonio	TX	78260		210-602-3072	210-568-2777
	Waukesha	WI	53188		800-233-7287	414-535-4890
	San Antonio	TX	78233		210-657-1556	210-657-0677
	St. Catharines	ON	L2M 3Y1	Canada	905-688-6100	905-688-1167
	New York	NY	10001		212-868-2590	212-868-1531
< Street	Pewaukee	WI	53072		800-729-0879	262-746-9607
	Lanham	MD	20706		301-731-2099	301-731-5199
	Commerce	CA	90022		323-887-3300	323-887-3347
	Charlotte	NC	28216		704-921-4785	704-921-5628
	Tempe	AZ	85282		602-431-1057	602-431-4678
	Miami	FL	33014		305-830-2900	305-830-2990
ers Drive	Decorah	IA	52101		800-553-0050	563-382-3016
	St Lawrent	QC	H4N1J7	Canada	514-384-3872	514-384-7531
	London	ON	N6L 1G6		519-851-4460	519-652-9546
	Indianapolis	IN	46226		800-536-1235	317-547-9740
	Beverly	MA	1915		800-606-1090	978-524-8801
	Ft Pierce	FL	34982		772-460-6677	772-460-8858

E-MAIL

michael.reininger@acmeapparel.com

kmanke@boelter.com

Patty@usher-mints.com

amberl@calhounsportswear.com

lara@concept1.com

chuck@disvet.com

SDALY@ggoutfitters.com

anthony.thompson@giant-merch.com

jsarchett@h3sportgear.com

tom@icostore.com

jacob@ingear.com

jeremy@irpinc.com

arosen@jcorp.ca

bsparling@mybeergear.com

saufmuth@omnisourcemarketing.com

jon@thesportsteam.com

JIMWTCA@aol.com

PRODUCTS

Barbaque accessories, display enhancers, beach accessories, umbrella, chairs, hammocks, sports accessories (b

Cups, Coasters, napkins, buckets, Gift Packs

Mints

T-Shirts, Sweatshirts, Hats, Nightwear, Swim suits, mugs, shoot glasses, lanyards, folding chairs, shorts, skirts

Headwear-Hats, Beanies, Bags Umbrellas

Golf Bags, shirts, Tee-s and accessories

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Blankets, T-shirts, promotional items, POS-Promotional Items

T-Shirts, Hats, Sweatshirts, Golfshirts, Sunglasses, neon lights, bar lights, clocks, BBQe Sets, Dartboard, frisbee

From: jruffini@corona.com
Sent: Monday, January 22, 2007 3:25 PM
To: Tara LaRosa
Subject: Re: FW: Marcas Modelo updated Licensee list

Done!

Jean Marie Ruffini
Marketing Manager
G Modelo USA, LLC
jruffini@corona.com

"Tara LaRosa" <tara@concept1.com>

<jruffini@corona.com>

01/22/2007 01:07 PM To

cc
Subject

FW: Marcas Modelo updated Licensee list

Hi Jean Marie,

I looked at the attached spread sheet and I noticed that for products that flip flops and T-shirts are missing form the products that we are able to create. Please revise on your end to reflect this.

Thanks and have a fabulous day!

Tara

Tara Renée La Rosa

Licensing Coordinator

Concept One Accessories

P. 212.868.2590 x150

F. 212.868.1531

-----Original Message-----

From: jruffini@corona.com [mailto:jruffini@corona.com]

Sent: Monday, January 22, 2007 12:30 PM

To: saufmuth@omnisourcemarketing.com; amberl@calhounsportswear.com; jon@thesportsteam.com; SDALY@ggoutfitters.com; jeremy@irpinc.com; Patty@usher-mints.com; jacob@ingear.com; afrija; kmanke@boelter.com; tom@icostore.com;

michael.reininger@acmeapparel.com; Tara LaRosa; arosen@jcorp.ca;
jruffini@corona.com; mwood@h3sportgear.com; bsparling@mybeergear.com;
chuck@disvet.com; brad.coleman@giant-merch.com; JIMWTCA@aol.com
Cc: jfernandez@corona.com
Subject: Marcas Modelo updated Licensee list

For your information.

Best Regards,

Jean Marie Ruffini
GModelo USA
210-341-2172 x 2033

" Este mensaje es confidencial. Si usted no es el destinatario de este mensaje, le suplicamos se lo notifique al remitente mediante un correo electrónico y que borre el presente mensaje y sus anexos de su computadora sin retener copia de los mismos. No debe copiar este mensaje o usarlo para cualquier propósito ni divulgar su contenido. Muchas gracias.

This e-mail is confidential and may also be privileged. If you are not the intended recipient please immediately advise the sender by reply e-mail and delete this message and its attachments from your computer without retaining a copy. You should not copy it or use it for any purpose nor disclose its contents to any other person. Thank you. "



Licensees database Licensees database
2007.xls 2007.xls



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INGEAR, FASHIONS INC	Jacob Levy	16085 NW 52nd Avenue	Miami
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OMNI SOURCE MARKETING INC.	Sue Aufmuth	7946 Pendleton Pike	Indianapolis
THE SPORTS TEAM B.B. J. INC. D/B/A	John Churchill	140 Elliott Street	Beverly
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NY	10001	212-868-2590	212-868-1531	tara@concept1.com
WI	53072	800-729-0879	262-746-9607	chuck@disvet.com
MD	20706	301-731-2099	301-731-5199	SDALY@ggoutfitters.com
CA	90022	323-887-3300	323-887-3347	anthony.thompson@giant-merch.com
NC	28216	704-921-4785	704-921-5628	jsarchett@h3sportgear.com
AZ	85282	602-431-1057	602-431-4678	tom@icostore.com
FL	33014	305-830-2900	305-830-2990	jacob@ingear.com
IA	52101	800-553-0050	563-382-3016	jeremy@irpinc.com
QC	H4N1J7 Canada	514-384-3872	514-384-7531	arosen@jcorp.ca
ON	N6L 1G6	519-851-4460	519-652-9546	bsparling@mybeergear.com
IN	46226	800-536-1235	317-547-9740	saufmuth@omnisourcemarketing.com
MA	1915	800-606-1090	978-524-8801	jon@thesportsteam.com
FL	34982	772-460-6677	772-460-8858	JIMWTCA@aol.com

PRODUCTS

Case 1:07-cv-07998-HB-MHD Document 46-7 Filed 08/12/2008 Page 15 of 19

Barbaque accessories, display enhancers, beach accessories, umbrella, chairs, hammocks, sports accessories (balls, bikes, golf, bags

Cups, Coasters, napkins, buckets, Gift Packs

Mints

T-Shirts, Sweatshirts, Hats, Nightwear, Swim suits, mugs, shoot glasses, lanyards, folding chairs, shorts, skirts

Headwear-Hats, Beanies, Bags Umbrellas

Golf Bags, shirts, Tee-s and accessories

Bottle Openers, Coolers, Pens, Golf Accessories, Wait staff Apron, hats

T-Shirts, Board Shorts, Swimwear

Mens and Womens' T-shirts, Headwear, Sunglasses, Metal Can Insulator, Cell phone Holder, Lighters,

Golf Apparel Promotional Items, Key Chains, Pens, Electronics, Watches, Wallets, Business cases

Mens and Womens T-shirts, Sweatshirts, Bathing Suits, Sarongs, clocks, buckets, Metal Signs

Plastic Coolers all sizes and shapes

T-shirts, Sweatshirts, Hats, Promotional Items

Mens and Women's T-shirts, Sweatshirts, clothing, bar stools and various promotional items

T-Shirts, Sweatshirts, CD Case, necklace, Flip-Flops, Bottle Openers, Lanyard, Beach Towel, Cooler, Foosball Table, Poker Table, Pool Table, Golf Accessories, Folding Chair, Umbrella, Canopy

Blankets, T-shirts, promotional items, POS-Promotional Items

T-Shirts, Hats, Sweatshirts, Golfshirts, Sunglasses, neon lights, bar lights, clocks, BBQ Sets, Dartboard, frisbee

Neith Sanyika

From: Sam Hafif
Sent: Monday, February 05, 2007 5:58 PM
To: 'jfernandez@corona.com'
Cc: John Astleford
Subject: RE: Attachments marcas Modelo

Hi Juan,

Nice meeting with you today. Thanks for the documents.

Let me know when you'd like to come to our booth at Magic, we are ST30641. It is in the Streetwear section.

I'm attaching an invitation to our party. Let me know if you have time for dinner one night.

Speak to you soon.

Sam

From: jfernandez@corona.com [mailto:jfernandez@corona.com]
Sent: Monday, February 05, 2007 2:50 PM
To: Sam Hafif
Subject: Attachments marcas Modelo

Documents attached.

Neith Sanyika

From: jfernandez@corona.com

Sent: Monday, February 05, 2007 2:50 PM

To: Sam Hafif

Subject: Attachments marcas Modelo

Documents attached.

DEFENDANT'S
EXHIBIT

res PA 4/8/08

11/8/2007

100% 99% 98% 97% 96% 95% 94% 93% 92% 91% 90% 89% 88% 87% 86% 85% 84% 83% 82% 81% 80% 79% 78% 77% 76% 75% 74% 73% 72% 71% 70% 69% 68% 67% 66% 65% 64% 63% 62% 61% 60% 59% 58% 57% 56% 55% 54% 53% 52% 51% 50% 49% 48% 47% 46% 45% 44% 43% 42% 41% 40% 39% 38% 37% 36% 35% 34% 33% 32% 31% 30% 29% 28% 27% 26% 25% 24% 23% 22% 21% 20% 19% 18% 17% 16% 15% 14% 13% 12% 11% 10% 9% 8% 7% 6% 5% 4% 3% 2% 1% 0%

Total

ROYALTY PAYMENT	(18)	\$	-
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Name and signature.

- 1: Kind of item for example: Caps, T-shirts, shorts, key chain, etc.
- 2: The name or description for the product.
- 3: Licensee item # or code for the catalog products.
- 4: Marcas Modelo ID number (Creative Details # XXXXXXXXXXXXXXXXX).
- 5: Kind of brand for example: Corona, Corona Light, Modelo Especial, Pacifico, Negra Modelo.
- 6: Name of the customer you sold the product to.
- 7: Please put, if the customer is a Retailer, a Wholesaler (above retail level, no beer distributor) or a Beer Distributor.
- 8: Price per unit that you gave to your customer.
- 9: Total of units that you sold to your customer.
- 10: Total sale = Price per unit (concept 8) multiply by Total units (concept 9).
- 11: If you gave the customer any discounts or if the item was returned.
- 12: Net sales = Total sale (concept 10) less returns or discounts (concept 11).
- 13: Royalty rate you applied to this sale (according to your licensee agreement).
- 14: Royalty amount owed = Net sale (concept 12) multiply by the royalty rate (concept 13).
- 15: If you have any balance from your advance payment (AMR), put the amount here previous the withheld.
- 16: Royalty = Royalty amount owed (concept 14) less AMR balance (concept 15).
- 17: Withheld = Royalty (concept 16) multiply 10%.
- 18: Royalty payment = Royalty (concept 16) less Withheld (concept 17).

CO.	PHONE	FAX	E-MAIL
Water	210-600-2772	210-608-2777	michael.wright@jrcmarineport.com
LC	800-272-871	414-635-4860	ksaiake@boiler.com
ATCS Pumps	210-65-554	210-657-0077	Pat@quater-silts.com
INC	805-68-100	905-688-1167	arthur@californiaeast.com
ESSCO of Can	212-645-50	212-948-1511	lisa@esccoatl.com
Chem/Heat	800-730-87	202-746-9607	dhc@edward.com
S&B	301-7-3004	301-7-5160	SCPA_V@hplaffairs.com
Auto/Spec	323-687-3347	323-687-3347	athlery@hompsonquant-march.com
SING	714-621-76	714-621-61	hpl@hplquant.com
Coast	602-43-037	602-431-4678	hpl@hplquant.com
INC	305-82-900	305-830-2900	jack@hplquant.com
LASTIC-Larry	800-530-050	605-382-3018	larry@hplquant.com
514-338-072	514-384-7531	acc@hplquant.com	
Blair	519-642-660	519-602-8246	hpl@hplquant.com
800-67-5251	317-547-8740	john@hplquant.com	
ECTING Tools	800-67-5251	317-547-8740	john@hplquant.com
D. B. J. Lub	800-67-5251	317-547-8740	john@hplquant.com
SAVING Airway	772-460-77	772-400-8658	JHWTC@att.net